#### Social Media Analyst



Project Title	Social Media Analyst
	Investigate data to provide measurements that reveal our strengths and opportunities as it relates to reaching out to Veterans through our platforms.
Country	United States

#### **Project Description**

Our social media accounts share stories of encouragement and offer vital information to Veterans with a reach of over 2 million viewers! As an intern in this department, you will utilize tools to gather, clean, and analyze data from our social media accounts. The visual charts and written reports that you create will guide the decisions made that ultimately help us better serve our Veteran audience. The applicant will report to the Division Officer (DO) of Social Analytics (if present), the Department Head (DH) of Analytics, and the Executive Leadership Team (ELT) Member of Analytics.

The applicant may also occasionally receive direction and/or guidance from the Executive Officer (XO) and the Department of Veterans Affairs employee(s) who oversee their department. As an intern, you will draw conclusions from data analysis, perform data entry, create summaries to report findings, aggregate data for reports, create graphics to visualize data, measure the engagement of social media posts, and monitor posts on social media. To perform successfully in this role the following skills are necessary: critical thinking, knowledge of Excel, Google sheets, Microsoft Word, and Salesforce Social Studio (which you will be able to learn on the job), as well as solid communication and writing. The applicant should possess the ability to consistently access the internet and participate virtually and work well with other departments as well as holding great written comprehension, expression, and mathematical reasoning abilities. Some knowledge of computers and social media is necessary.

The applicant must be enrolled in an accredited degree or certificate program and some prior education in data analysis is preferred. This internship requires that you work a minimum of 10 hours per week from September until May. Vacation/time off must be discussed with leadership. The Department of Veterans Affairs' Digital Media Engagement Team internship is one of the largest and most established internship programs available through the Virtual Student Federal Service. This past year, our internship has hosted over 300 interns in various departments and leadership positions. If you want to join a team that is well structured and will offer meaningful work that will help you build skills that you can add to your resume, then we strongly encourage you to apply to our team.

## **Required Skills or Interests**

Skill(s)
Analytical writing
Coding
Data analysis
Writing

### **Additional Information**

For more information please visit https://dmeinterns.org/

# **Language Requirements**

None